

priority weighing  
of time to expiry 50%

priority weighing  
of population size 50%

name	time to expiry (in hrs)	priority from duration	size of initial campaign	consumed campaign	pending campaign	size of targeted segment	priority from targeted segment	priority value	gender assigned multiplier	location assigned multiplier	occupation assigned multiplier
brand 9	11	3	7.500	500	7.000	1.000	2	2.774	1,2	1,4	1,3
brand 1	35	9	15.000	5.000	10.000	2.000	4	1.474	1,5	1,4	1,3
brand 2	45	12	11.000	500	10.500	3.000	6	1.145	1,4	1,5	1,3
brand 5	20	5	4.000	2.000	2.000	4.000	8	291	1,3	1,4	1,5
brand 6	25	7	7.000	4.000	3.000	10.000	21	216	1,4	1,3	1,2
brand 10	33	9	2.700	1.300	1.400	3.500	7	173	1,4	1,2	1,5
brand 7	30	8	8.000	5.000	3.000	15.000	32	152	1,2	1,3	1,4
brand 3	55	15	2.000	1.500	500	2.000	4	53	1,2	1,5	1,4
brand 8	55	15	4.500	4.000	500	5.000	11	40	1,5	1,3	1,2
brand 4	65	17	1.500	1.450	50	2.000	4	5	1,3	1,2	1,5
<u>374</u>						<u>47.500</u>					

age assigned multiplier	targeted segment				actual answers				scorecard				ad selection
1,5	male	attica	lawyer	35-45	35-45	male	attica	lawyer	1,2	1,4	1,3	1,5	3,3
1,2	female	crete	student	15-25	35-45	male	attica	lawyer	1,0	1,0	1,0	1,0	1,0
1,2	male	macedonia	marketeer	25-60	35-45	male	attica	lawyer	1,4	1,0	1,0	1,0	1,4
1,2	male	thessaly	farmer	30-50	35-45	male	attica	lawyer	1,3	1,0	1,0	1,0	1,3
1,5	male	ionian	waitress	20-30	35-45	male	attica	lawyer	1,4	1,0	1,0	1,0	1,4
1,3	male	rhodes	hotelier	35-60	35-45	male	attica	lawyer	1,4	1,0	1,0	1,0	1,4
1,5	male	peloponese	student	15-25	35-45	male	attica	lawyer	1,2	1,0	1,0	1,0	1,2
1,3	male	attica	driver	25-45	35-45	male	attica	lawyer	1,2	1,5	1,0	1,0	1,8
1,4	female	attica	dancer	15-35	35-45	male	attica	lawyer	1,0	1,3	1,0	1,0	1,3
1,4													